PATENT COOPERATION TREATY

# PCT

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

**(PCT Article 36 and Rule 70)**

| Applicant's or agent's file reference<br>9432-178/POA | **FOR FURTHER ACTION** | See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416) |
|---|---|---|
| International application No.<br>PCT/US03/09882 | International filing date *(day/month/year)*<br>31 March 2003 (31.03.2003) | Priority date *(day/month/year)*<br>05 April 2002 (05.04.2002) |
| International Patent Classification (IPC) or national classification and IPC<br>IPC(7): H04N 7/173 and US Cl.: 725/110, 112; 348/734 | | |
| Applicant<br>MATSUSHITA ELECTRIC INDUSTRIAL CO., LTD. | | |

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.

2. This REPORT consists of a total of 5 sheets, including this cover sheet.

   ☒ This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).

   These annexes consist of a total of 2 sheets.

3. This report contains indications relating to the following items:

   - I ☒ Basis of the report
   - II ☐ Priority
   - III ☐ Non-establishment of report with regard to novelty, inventive step and industrial applicability
   - IV ☐ Lack of unity of invention
   - V ☒ Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
   - VI ☐ Certain documents cited
   - VII ☐ Certain defects in the international application
   - VIII ☐ Certain observations on the international application

| Date of submission of the demand | Date of completion of this report |
|---|---|
| 31 October 2003 (31.10.2003) | 12 June 2004 (12.06.2004) |
| Name and mailing address of the IPEA/US<br>Mail Stop PCT, Attn: IPEA/US<br>Commissioner for Patents<br>P.O. Box 1450<br>Alexandria, Virginia 22313-1450<br>Facsimile No. (703)305-3230 | Authorized officer<br>Andrew Faile<br>Telephone No. (703) 305-4700 |

Form PCT/IPEA/409 (cover sheet)(July 1998)

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

Internatio. ...n No.
PCT/US03/09882

## I. Basis of the report

1. With regard to the elements of the international application:*

☐ the international application as originally filed.

☒ the description:
pages 1-7 as originally filed
pages NONE, filed with the demand
pages NONE, filed with the letter of _____.

☒ the claims:
pages 9-12, as originally filed
pages 8, 8A, as amended (together with any statement) under Article 19
pages NONE, filed with the demand
pages 8, 8A, filed with the letter of 10 March 2004 (10.03.2004)

☒ the drawings:
pages 1-4, as originally filed
pages NONE, filed with the demand
pages NONE, filed with the letter of _____.

☐ the sequence listing part of the description:
pages NONE, as originally filed
pages NONE, filed with the demand
pages NONE, filed with the letter of _____.

2. With regard to the **language**, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.
These elements were available or furnished to this Authority in the following language _____ which is:

☐ the language of a translation furnished for the purposes of international search (under Rule23.1(b)).

☐ the language of publication of the international application (under Rule 48.3(b)).

☐ the language of the translation furnished for the purposes of international preliminary examination(under Rules 55.2 and/or 55.3).

3. With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

☐ contained in the international application in printed form.

☐ filed together with the international application in computer readable form.

☐ furnished subsequently to this Authority in written form.

☐ furnished subsequently to this Authority in computer readable form.

☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.

☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.

4. ☐ The amendments have resulted in the cancellation of:

☐ the description, pages NONE

☐ the claims, Nos. NONE

☐ the drawings, sheets/~~fig~~ NONE

5. ☐ This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).**

** Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).*
*** Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.*

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

Internatic. ap[redacted]on No.
PCT/US03/0988[redacted]

**V. Reasoned statement under Rule 66.2(a)(ii) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement**

1. STATEMENT

| | | | |
|---|---|---|---|
| Novelty (N) | Claims | 1-53 | YES |
| | Claims | NONE | NO |
| Inventive Step (IS) | Claims | NONE | YES |
| | Claims | 1-53 | NO |
| Industrial Applicability (IA) | Claims | 1-53 | YES |
| | Claims | NONE | NO |

2. CITATIONS AND EXPLANATIONS

Please See Continuation Sheet

**Supplemental Box**
(To be used when the space in any of the preceding boxes is not sufficient)

Claims 1-53 lack an inventive step under PCT Article 33(3) as being obvious over U.S. Patent 6,018,768 A to ULLMAN et al. in view of U.S. Patent 5,831,664 A to Wharton et al.

Regarding claims 1, 26, 51-53, Ullman teaches a receiver (a personal computer with a PC card capable of playing NTSC signals) (col. 5, ll. 39-45) that displays embedded Uniform Resource Locators (URLs) during the display of the video, where the URLs are sent either along with the video transmission or on a separate channel (col. 5, ll. 2-12, fig. 1, 2). Accordingly, the time stamps in the video (Abstract, col. 5, ll. 8) of Ullman reads on trigger information extracted from the broadcast media content and the use of a separate source of media content reads on a link file transmitted to the user via the Internet (col. 3, ll. 44-61). Ullman teaches adding the URL to the list (see fig. 3, label 54), which equates on storing the content in a supplementary database. Whereas Ullman does not explicitly disclose parsing and translating the stored content. It lacks an inventive step to parse and translate a data stream. Accordingly, it lacks an inventive step to parse and translate the supplementary media content of Ullman into a format in order to derive useful information from the received data and storing the necessary information for additional processing. Further, Ullman teaches accessing the supplementary content based on the time information (col. 3, ll. 44-61). Ullman is silent on a handheld device. Wharton teaches the use of a personal digital assistant connected to a terminal for receiving supplemental information (col. 3, ll. 24-54). Accordingly, it lacks an inventive step to use a handheld device as taught by Wharton in order to provide additional information to a user thereby increasing user interactivity.

Further regarding claim 1, Ullman is silent on accessing asynchronously without a simultaneous connection to the broadcast signal, and the disparate source of media during accessing. Use of buffering or other media for storing supplemental data is well known. Therefore, it lacks an inventive step to access asynchronously without a simultaneous connection to the broadcast signal, and the disparate source of media during accessing in order to retrieve information that is already stored locally.

Regarding claims 2, 3, 4, 6, 27, 28, 29, and 31, Ullman teaches trigger information embedded in the VBI and extracting that information (col. 3, ll. 27-43), wherein the broadcast media content is received from the broadcast signal (figs. 1, 2).

Regarding claims 5 and 30, Ullman is silent on communicating trigger information from the broadcasted signal to the handheld device. Communicating trigger information to the handheld device is well known. Accordingly, it lacks an inventive step to communicate trigger information to a handheld device in order to permit the handheld device to respond to the trigger and present additional information to the user.

Regarding claims 7 and 32, Ullman is silent on employing a communication capability of the handheld device to deliver the supplemental information to the consumer. Wharton teaches displaying supplemental information to the consumer in order to navigate through the information. Accordingly, it lacks an inventive step to employ a communication capability of the handheld device to deliver supplemental information to the consumer as taught by Wharton in order to efficiently display additional and desirable information to the consumer.

Regarding claims 8 and 33, Ullman is silent on obtaining media content prior to the delivery of the broadcast. Delivering data prior to use is well known in the art. Therefore, it lacks an inventive step to obtain the content prior to the delivery of the broadcast in order to reduce the display latency of the information.

**Supplemental Box**
(To be used when the space in any of the preceding boxes is not sufficient)

Regarding claims 9 and 34, Ullman is silent on memory in the handheld device, Wharton teaches a PDA, which inherently has memory. Therefore, it lacks an inventive step to use memory in the handheld device as taught by Wharton in order to store information usable for browsing

Regarding claims 10, 11, 35, and 36, Ullman teaches receiving information from a disparate source, such as the Internet (fig. 2).

Regarding claims 12, 13, 14, 37, 38, and 39, Ullman teaches a URL in a video signal, which identifies the supplemental broadcast and media content.

Regarding claims 15, 16, 40, and 41, Ullman teaches labels with reads on descriptive text and is inherently binary information (col. 6, ll. 45-49).

Regarding claims 17-19 and 42-44, Ullman is silent on an image, media, or software as the binary information. Transmitting image, media, and software as the binary information is well known in the art. Therefore, it lacks an inventive step to transmit image, media, and software as the binary information in order to diversify the system and enhance the user interactivity.

Regarding claims 20 and 45, Ullman teaches java but is silent the supplemental information as HTML. HTML is well known in the art. Therefore, it lacks an inventive step to display supplemental information using HTML in order to provide a standard for displaying information thereby providing a common interface across platforms.

Regarding claims 21-23 and 46-48, Ullman teaches a link to information (col. 6, ll. 45-49), but is silent on compressed and uncompressed information. Using compressed and uncompressed data is well known in the art. Therefore, it lacks an inventive step to use uncompressed and compressed data in order to process information efficiently.

Regarding claims 24, 25, 49, and 50, Ullman is silent on ongoing activities and user-defined categories. Use of profile and demographic information is well known in the art. Therefore, it lacks an inventive step to use profile and demographic information in order to further identify useful information to the user.

CLAIMS

What is claimed is:

1. A method for asynchronously accessing supplementary media content based on broadcast media content received from a broadcast signal for use with a handheld device, comprising:

receiving trigger information extracted from the broadcast media content;

storing said supplementary media content from a disparate source of media content in a supplementary database;

parsing and translating stored said supplementary media content into a format; and

accessing the supplementary media content based on the trigger information, wherein said accessing occurs asynchronously, without simultaneous connection to a source of the broadcast signal and the disparate source of media content during said accessing.

2. The method of claim 1, comprising receiving broadcast media content having trigger information embedded therein.

3. The method of claim 1, comprising extracting the trigger information from the broadcast media content.

4. The method of claim 1, comprising delivering broadcast media content received from the broadcast signal.

5. The method of claim 1, comprising communicating trigger information extracted from the broadcast signal to the handheld device.

6. The method of claim 1, comprising delivering the supplementary media content to a consumer of the broadcast media content.

7. The method of claim 6, comprising employing a communication capability of the hand-held device to deliver the supplementary media content to the consumer of the broadcast media content.

8. The method of claim 1, comprising obtaining the supplementary media content associated with broadcast media content prior to delivery of the broadcast media content to a consumer.

9. The method of claim 1, comprising storing the supplementary media content in a memory of the handheld device.

10. The method of claim 1, comprising obtaining the supplementary media content from a disparate source of media content based on the trigger information.



AMENDED SHEET